USDA Weekly Retail Turkey Feature Activity

Fri. Oct 12, 2012

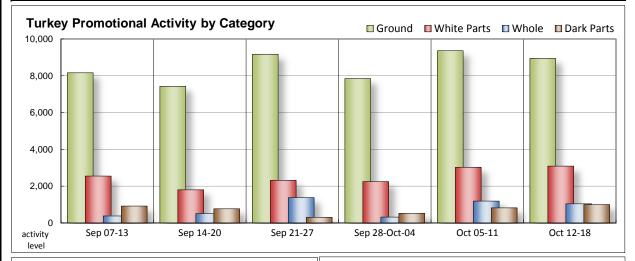
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/12 thru 10/18.

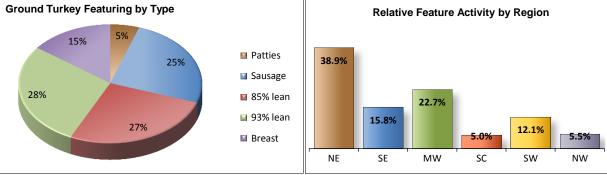
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

(prices in dollars per pouru fresh unless otherwise noted,												
NATIONAL SUMMARY												
	THIS	WEEK	LAST	WEEK	LAST YEAR							
Feature Rate 1/		of 22,500		of 22,500	39.9% of 19,500 outlets 10.6%							
		tlets		tlets								
Special Rate 4/		6%		.3%								
Activity Index 2/		,000		,540	13,080							
3/ WHOLE BIRDS:	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
Fresh - Hens												
" - Toms												
Frozen - Hens	530	1.13	610	1.06	130	0.62						
" - Toms	510	_			440	0.02						
PARTS:	310	1.12	300	1.02	770	0.51						
Breast:												
Bone-in, whole												
Fresh	220	2.29	10	2.29	80	2.59						
Frozen	1,010		790		1,190	1.82						
Split, bone-in	.,				.,							
Fresh	40	2.99										
Rotisserie	790	8.70	820	7.71	510	8.31						
Boneless, whole	10	4.99	30		620	3.98						
Cutlets	600	4.65	720	4.86	1,060	4.36						
Cutlets, thin sliced	100				570	3.99						
Strips			170	4.99								
Tenders	320	4.54	480	4.49	820	4.20						
Marinated Tenders	1,090		320		370	3.86						
Drumsticks	360		360	1.93	160	1.97						
Thighs	10	1.99	10	2.29	10	2.28						
Wings	240	1.61	310	1.97	150	2.02						
Necks	190	1.69	60	1.87	40	1.69						
Smoked Drumsticks	90	1.94	30	1.99								
Smoked Wings	50	1.79	30	1.99								
Smoked Necks	60	1.61	20	1.99	10	1.69						
GROUND TURKEY:	8,940	3.28	9,360	3.46	6,150	3.10						
Patties	460	3.34	740	3.64	750	3.25						
Sausage	2,250	3.48	1,720	3.23	1,980	3.25						
85% lean	2,390	2.40	1,630	3.14	1,480	2.35						
93% lean	2,520		3,830		1,120	3.00						
Breast	1,320		1,440		820	4.13						
Rolls (frsh/frz 1 lb.)	1,560	1.44	310	2.73	500	1.91						
Specialty 5/												
Patties	0.15		80		10	4.49						
93-94% lean	210		430		190	4.05						
Breast	70		10		70	5.52						
Note: rolls & specialty no	n included	ı ırı ground	turkey tota	ai and weigi	neu avera	ge.						

This Week's Turkey Feature Highlights tems and deli items. Offerings on frozen hens and toms slow, price

Retail feature activity increases on turkey items and deli items. Offerings on frozen hens and toms slow, prices are higher. Several stores are introducing purchase-based promotions for Thanksgiving turkeys. We will be seeing more of these promotions in the weeks to come. Promotional activity increases on fresh and frozen bone-in breasts; prices trend lower on frozen, unchanged on fresh. Rotisserie breasts continue to be actively promoted but prices are sharply higher. Marinated tenders are the most heavily promoted boneless white part and also the lowest priced; this would be a good time to pick up a couple packages. Offerings on dark parts are more active and prices are lower. Fewer stores feature ground turkey. There is a fairly even mix of sausage, 85% lean and 93% lean; prices on 85% are very attractive this week. Deli featuring is more active. Service deli promotional activity increases on thick slicing meats and deli shaving meats; chicken offerings increase their share of the service deli ads. Prices on self-service deli items are sharply higher on private brands.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTH	HEAST U.S.		SOU	THEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 55.7% of 4,000 sampled outlets 4.9% of stores w/ no-price promotions			
	(CT,DE,MA,MD,M	IE.NH.NJ.NY.PA.	RI.VT)	(AL.FL.GA.N	//S,NC,SC,TN,VA	.WV)				
Feature Rate 1/	(, , , , , , , , , , , , , , , , , , ,	0 sampled outle	,	(000 sampled ou	,				
Special Rate 4/	1.3% of stores w	•		1	w/ no-price pro					
Activity Index ^{2/}		Index = 6,950								
Activity index	Price Range	Summa	rv	Activity Index = 3,860 Price Range Summary			Activity Index = 3,690 Price Range Summary			
	(\$/pound)		Ntd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)		Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens	0.99 - 1.69	200	1.47	0.99	190	0.99	0.79 - 1.29	140	0.84	
" - Toms	0.99 - 1.49	190	1.46	0.99	190	0.99	0.79 - 1.29	130	0.81	
PARTS:										
Breast:										
Bone-in, whole										
Fresh	2.27	10	2.27	2.27	190	2.27				
Frozen	1.29 - 1.99	310	1.81	1.68 - 1.69	50	1.68	1.27 - 1.99	450	1.54	
Split, bone-in										
Fresh	2.99	40	2.99							
Rotisserie	6.89 - 10.99	550	8.35	7.49	40	7.49	8.99 - 9.99	200	9.91	
Boneless, whole	4.99	10	4.99							
Cutlets	3.99 - 5.17	300	4.92	4.99	110	4.99	3.99	50	3.99	
Cutlets, thin sliced	4.99	100	4.99							
Strips										
Tenders	4.55 - 5.99	180	5.00				3.49 - 3.99	60	3.92	
Marinated Tenders	4.26	750	4.26	3.73 - 4.26	170	3.93	3.73 - 5.33	70	4.22	
Drumsticks	1.59 - 1.99	120	1.72				0.99 - 1.69	240	1.53	
Thighs	1.99	10	1.99							
Wings	1.59 - 1.99	20	1.75				0.99 - 1.69	220	1.60	
Necks							1.69	190	1.69	
Smoked Drumsticks	1.89 - 1.99	90	1.94							
Smoked Wings	1.79	50	1.79							
Smoked Necks	1.69	50	1.69				1.18	10	1.18	
GROUND TURKEY:										
Patties	3.00 - 3.49	60	3.40	3.00 - 3.77	300	3.28	3.00 - 3.50	40	3.29	
Sausage	2.87 - 4.49	1,310	3.44	3.50 - 4.49	350	4.16	2.86 - 3.48	360	3.15	
85% lean	2.25 - 2.86	180	2.42	2.00 - 2.67	1,590	2.41	1.98 - 2.49	250	2.14	
93% lean	2.68 - 3.84	1,440	3.34	2.68 - 3.84	250	3.31	2.69 - 3.33	420	3.08	
Breast (99-100% lean)	4.39 - 5.39	620	4.83	4.79 - 5.38	80	4.92	4.16	10	4.16	
Rolls (frsh/frz 1 lb.)	1.00	120	1.00	1.00	340	1.00	1.00 - 2.50	820	1.66	
Specialty ^{5/}										
Patties										
93-94% lean	3.99 - 4.99	210	4.17							
Breast	5.49	30	5.49	5.49	10	5.49	5.49 - 5.99	30	5.83	





(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

		CENTRAL U.S.			HWEST U.S.	NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) 38.9% of 1,200 sampled outlets 26.7% of stores w/ no-price promotions Activity Index = 270			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	26.6% of 4,00 9.0% of stores w Activity	LA,MO,NM,OK,TX 00 sampled outlet // no-price promo y Index = 810	tions	48.5% of 2,9 19.0% of stores Activity	CA,HI,NV) 00 sampled outlet w/ no-price promo r Index = 1,420				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	20	2.49						
Frozen	0.99 - 1.69	190	1.30	1.99	10	1.99			
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	3.68 - 3.99	70	3.88	3.99	60	3.99	5.45	10	5.45
Cutlets, thin sliced									
Strips									
Tenders	3.68 - 3.99	70	3.88				4.79	10	4.79
Marinated Tenders				3.99	60	3.99	4.66	40	4.66
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks GROUND TURKEY:									
Patties	3.99	10	3.99	3.99	20	3.99	3.19	30	3.19
Sausage	3.33	10	5.33	3.19 - 3.27	200	3.99	3.19	30	3.19
85% lean	2.49 - 2.66	200	2.59	2.50	170	2.50	V. 21	30	0.21
93% lean	2.10 2.00	200	2.55	2.40 - 3.99	320	3.25	2.99 - 3.59	90	3.20
Breast (99-100% lean)	3.99 - 4.88	60	4.15	3.27 - 4.79	490	4.24	3.99	60	3.99
Rolls (frsh/frz 1 lb.)	1.00 - 1.99	190	1.12	1.00 - 3.00	90	2.41			
Specialty 5/									
Patties									
93-94% lean									
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Oct 12, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/12 thru 10/18.

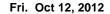
(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	RY			NORTHEAST U.S.		SOUTHEAST U.S.				
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)				
	77.9% o	f 22,500	79.4% o	f 22,500	88.9% o	f 19,500				, , , , , , , , , , , , , , , , , , , ,			
Feature Rate 1/	sto	res	sto	res	sto	res	93.4% of 4,400 s	93.4% of 4,400 sampled outlets		83.0% of 6,000 sampled outlets			
			-4				= 	Activity Index = 16,710			Activity Index = 19,880		
Activity Index 2/	60,	660	51,	310	57,	840	Price Range	Sumr		Price Range	Summary		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores	Wtd Avg	
SERVICE DELI - Turkey									Ţ.	· · · · · ·		Ĭ	
Category 1													
Processor Brand	5,950	7.92	3,770	7.94	6,670	7.92	5.98 - 9.99	1,940	8.09	6.66 - 9.99	2,090	7.79	
Private Brand	2,520	7.50	2,130	7.50	2,660	7.18	5.99 - 7.99	1,760	7.38	6.99 - 8.99	210	8.31	
Category 2													
Processor Brand	4,940	6.05	4,860	5.85	5,440	5.95	4.98 - 7.99	1,170	6.15	4.99 - 6.99	580	5.96	
Private Brand	3,440	6.53	4,240	6.24	2,690	6.34	5.97 - 6.99	1,450	6.71	5.98 - 6.99	1,110	6.37	
Category 3													
Processor Brand	1,360	4.07	1,050	4.02	990	4.07		260	4.05	3.99	140	3.99	
Private Brand	1,360	4.93	270	3.30	1,620	5.14	2.98 - 4.99	160	4.46	4.99	1,190	4.99	
Turkey Ham													
Processor Brand	220	4.48		2.89	300	3.00		80	5.37	5.49	40	5.49	
Private Brand	40	3.98			50	3.84	3.98	40	3.98				
Turkey Pastrami													
Processor Brand	320	3.96	200	4.37	280	3.82	3.99 - 5.49	100	4.59	5.49	20	5.49	
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	4,550	7.44	2,690	7.40	3,750	7.07	5.99 - 9.49	3,290	7.63	5.49 - 9.49	290	8.36	
Private Brand	800	6.86	1,300	7.17	1,340	7.14	5.99 - 7.49	430	6.88	6.99	100	6.99	
Category 2													
Processor Brand	810	6.55		5.49	810	6.28		30	5.99				
Private Brand	3,070	6.35	160	5.99	190	5.98	4.99	150	4.99	4.99	1,180	4.99	
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	10,310	3.03	· '	3.05	12,040	3.22		2,630	3.21	2.50 - 3.99	3,280	3.04	
Private Brand	6,630	3.20	4,870	2.73	3,830	2.93	2.99 - 3.00	450	2.99	2.99 - 3.33	4,660	3.29	
Turkey 16 oz	4.400	4.04	4.070	4.00	400	F 0.4	270 470	40	4.44	2.00 4.70	200	4.50	
Processor Brand	1,160	4.64	1,870	4.99	420	5.84	3.79 - 4.79	40	4.11	3.99 - 4.79	290	4.52	
Private Brand							1						
Chicken 7-10 oz	0.550	2.04	0.000	2.02	10.020	2.00	2 40 4 20	0.000	2.20	2.50 2.00	2.460	2.05	
Processor Brand	9,550	3.04	8,860	3.03 2.73	10,930	3.22 2.93		2,280 450	3.20 2.99	2.50 - 3.99 2.99 - 3.33	3,160	3.05 3.22	
Private Brand	3,630	3.18	4,870	2.73	3,830	2.93	2.99 - 3.00	450	2.99	2.99 - 3.33	1,540	3.22	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)





USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/12 thru 10/18.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHW	EST U.S.	NORTHWEST U.S.			
	(IA,IL,IN,KY,MI,M	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,LA	A,MO,NM,OK,TX,UT)	(CA,F	II,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate 1/	70.40/ -5.4.00/	N	50 50/ -5 4 00/	Na amaria di anglata	70 70/ - (0 000		80.6% of 1,200 sampled outlets			
) sampled outlets	· ·	sampled outlets	·	sampled outlets				
Activity Index 2/	Price Range	dex = 11,810 Summary	Price Range	ndex = 5,740 Summary	Price Range	dex = 4,440 Summary	Activity Index = 2,080 Price Range Summary			
	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey	(φ/ροαπα)	Otoroo Triarity	(φ/ροαπα)	Otoroo Waring	(φ/ροαιία)	Clored Wild Mig	(φ/ροαπα)	Clored Wild Mig		
Category 1										
Processor Brand	5.99 - 8.99	810 7.44	6.99 - 8.99	710 8.27	7.99 - 8.99	270 8.07	6.98 - 11.99	130 8.39		
Private Brand	6.99 - 8.99	150 8.70	6.99 - 8.49	400 7.13						
Category 2										
Processor Brand	4.98 - 6.99	1,960 5.99	4.99 - 6.99	930 5.94	5.99 - 6.99	230 6.71	5.98 - 6.99	70 6.19		
Private Brand	4.99 - 6.99	630 6.21	6.99	50 6.99			6.99	200 6.99		
Category 3										
Processor Brand	2.95 - 4.99	650 4.33	2.47 - 3.99	200 3.52	2.99 - 3.99	110 3.67				
Private Brand	4.99	10 4.99								
Turkey Ham			0.00 0.00	00 000	0.70 0.00	00 000				
Processor Brand Private Brand			2.99 - 3.99	20 3.39	2.79 - 3.99	80 3.36				
Turkey Pastrami										
Processor Brand	3.49	200 3.49								
Private Brand	3.49	200 3.49								
SERVICE DELI - Chicken										
Category 1 Processor Brand	5.98 - 7.98	450 6.87	5.99 - 8.49	180 6.62	5.99 - 8.99	340 6.07				
Private Brand	6.99	120 6.99	5.99 - 6.49	150 6.62	5.99 - 6.99	340 6.07				
Category 2	0.99	120 0.99	3.99 - 1.99	130 0.02						
Processor Brand	4.49 - 6.99	350 6.39	4.99 - 6.99	430 6.73						
Private Brand	4.99	10 4.99	5.99 - 6.99	260 6.49	6.99 - 7.99	820 7.65	5.99 - 7.49	650 7.46		
SELF-SERVICE DELI	1.00	10 1.00	0.00 0.00	200 0.10	0.00	020 7.00	0.00 7.10	7.10		
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	2.00 - 3.99	2,190 2.90	2.19 - 2.68	870 2.61	2.49 - 3.50	890 3.08	2.50 - 3.99	450 3.30		
Private Brand	2.50 - 3.69	910 2.86	1.99 - 3.00	200 2.81	2.99 - 3.50	410 3.29				
Turkey 16 oz										
Processor Brand	3.49 - 4.99	520 4.59	4.99 - 5.99	180 5.95			3.50	130 3.50		
Private Brand										
Chicken 7-10 oz										
Processor Brand	2.48 - 3.99	1,940 2.96	2.19 - 2.68	840 2.60	2.49 - 3.50	880 3.08	2.50 - 3.99	450 3.30		
Private Brand	2.50 - 3.69	910 2.86	2.77 - 5.99	320 3.97	2.99 - 3.50	410 3.29				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)